



MENDOCINO COUNTY TOURISM COMMISSION, INC.
COMBINED FESTIVAL & MARKETING COMMITTEE AGENDA

DATE: Wednesday, July 8, 2020 | START TIME: 10:00 AM

PLACE: <https://us02web.zoom.us/j/83943479570?pwd=Wm9CbC9UUXU2Wm05SEFyUTAzQUIGZz09>

*Please note: To abide by the Brown Act, call-in locations must be listed on the agenda. If anyone from the public is calling in during the meeting, it must be done at the posted locations above.

1. CALL TO ORDER: 10:08 AM

2. ROLL CALL

Festival Committee	Attendance Status	Title
Bernadette Byrne (BB)	x Present <input type="checkbox"/> Absent	Chair
Tom Liden (TL)	x Present <input type="checkbox"/> Absent	Member
Tom Yates (TY)	x Present <input type="checkbox"/> Absent	Member
Gregg Lamer (GL)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Kevin Brutocao (KB)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Jamie Peters-Connolly (JC)	x Present <input type="checkbox"/> Absent	Member

Marketing Committee	Attendance Status	Title
Scott Connolly (SC)	x Present <input type="checkbox"/> Absent	Chair
Bernadette Byrne (BB)	x Present <input type="checkbox"/> Absent	Member
Susie Plocher (SP)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
John Dixon (JD)	Joined 10:17 x Present <input type="checkbox"/> Absent	Member
Alyssum Weir (AW)	x Present <input type="checkbox"/> Absent	Member
Jennifer Seward (JS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Cally Dym (CD)	x Present <input type="checkbox"/> Absent	Member
Brett Schlesinger (BS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Kasie Gray (KG)	x Present <input type="checkbox"/> Absent	Member

Staff Members	Attendance Status	Title
Travis Scott (TS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Executive Director
Ramon Jimenez (RJ)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Marketing and Sales Coordinator

Introduction of Guests:

- Cate Hawthorne

3. CHAIR’S COMMENTS

- **FESTIVAL COMMITTEE CHAIR**
- **MARKETING COMMITTEE CHAIR**
 - SC-Very busy since we last met. Hoping county can remain open

4. PUBLIC COMMENT ON NON-AGENDA ITEMS

Brown Act Requirements: Pursuant to the Brown Act, the Board cannot discuss issues or take action on any requests during the comment period.

- Cate-Very busy since we reopened. All tourists have been very respectful.
- Cate-Do we have a list of businesses that are open?
- CD- Maybe share links of already created lists
- AW-Museums are allowed to open in the county, so museums and galleries are beginning to reopen. Performing arts still not sure when they can open
- SC-Directing guests to county website to self-certified list
- SC-FUTURE AGENDA ITEM-Put together resources of open businesses

5. CONSENT AGENDA ITEMS Discussion Action Item

- Minutes
- 06.02.2020 Meeting Minute
- BB 1st AW 2nd
- Motion passes

6. ITEMS FOR REVIEW Discussion Action Items

- Fall Festivals – Direction/What do they look like in 2020?

- Yes, we're OPEN! Two weekend open houses?
 - Ideas from committee to pitch to partners/stakeholders
 - Is it appropriate to pitch?
- Crab FEAST: Cook Off Update
 - TS-Wineries are being very cautious. Trying to limit visitors
 - BB-Wineries are functioning at a reduced capacity and curated experience
 - TS-Restaurants only business sector willing to participate
 - JC- Create packages with lodging and other businesses
 - AW-Maybe VMC can see what businesses would like support in rather than festivals
 - KG-Don't stop promoting just because a small number of people are against it
 - TS-Looking for direction as to what that looks like
 - AW-Virtual campaign to keep building future demand
 - TS-November event created to focus to drive tourism in the slow season so we shouldn't steer from that
 - TS-Rather than anchor events, focus on smaller events but limit guests
 - KG-Create small itineraries/trips requiring reservations
 - CD-Curated itineraries would be more realistic
 - TS-As directed by the committee we are not creating a festival and rather focus on smaller curated itineraries
 - CD-Reach out for lodging packages rather than specials
 - JD-Create safe-cations and require 2 day minimum
 - TS-Crab Cake cook off happening at Little River Inn
- Reopening Campaign – See Attached Deck
 - Outdoor Media Options
 - TS-Focusing on our outdoors and include a call to action to landing page ex: Book your room etc.
 - JC-Likes the font
 - TL-Likes the photographs
 - TS-We will look to include more action shots of people doing activities
 - Will do digital (social media, programmatic) as well as looking into billboards, bus wraps/sides, etc.
 - AW- Eye of the beholder. Don't include people in the ads if they aren't wearing masks so the wrong message isn't sent
 - JC-Do away with people and just focus on nature so there isn't a trigger of people not wearing masks
 - JD-Mask aren't required when exploring outside so photos of one person or a couple outside would work. If you were in town it would be different since not wearing a mask isn't responsible.
 - TS- Put #SafeMendocino in ads and include mask icon in the corner
- PR Update
 - TS- 2 properties in USA Today
 - 2 live pieces on TV channels
- Video Updates
 - RJ-Working on "Welcome Back" video. Hoping to have a final version by next meeting.
- Social Media Updates/ Analytics
 - RJ-More impressions this month compared to the last few months
- VMC.com Google Analytics
 - RJ-61% more visitors to website than previous month.
- Wrap Up | What to Report to the BOD
 - Festival
 - Marketing

7. FUTURE AGENDA ITEMS Discussion

- **Festival Committee:**

- New Standing Item: Current Festival/Event Campaign Analytics' Report from Marketing Staff for Festival Meetings.
- **Marketing Committee:**
 - JC-Link open restaurants/business lists by region rather than VMC creating the list
 - SC- Discuss curated packages since we won't be having a festival like we have traditionally
 - JD-Rather than a small specific marketing campaign, do a large Mendocino County campaign for Fall that's less specific
 - AW- Concerned how fast things are changing, focus on the bigger picture that visitors are safe and supported when they are here, and there is a lot that is open-Room to Roam-Lists of open businesses can be regionally

8. **NEXT MEETING DATE** ✓ **Discussion**

- **FESTIVAL TENTATIVE:** Tuesday, August 4, 2020 10AM
- **MARKETING TENTATIVE:** Tuesday, August 4, 2020 10AM

9. **ADJOURN** ✓ **Action** JC- 11:24 AM